

PM PERFORMANCE IN SUPERMARKETS
WEEKLY SCANNER DATA W/E 2/26/94

- Share performance for all companies, segments and major brands differed by ± 0.2 share points versus week ago.
 - PM's weekly share increased +0.2 points to 42.2%, with Marlboro accounting for the majority of the gain.
 - RJR's weekly share declined -0.2 points to 31.5%, with Doral and Camel each off -0.1 points.
- PM's Other Premium Brands remained relatively stable versus week-ago at 10.8%.
- PM's Discount Brands' weekly share increased +0.1 points versus week-ago to 8.9%. Alpine accounted for the majority of the gain, most likely benefiting from an FSI dropped in key markets on February 20.
- Winston's weekly share increased +0.1 points versus week-ago to 7.2%.
- The Discount Category's weekly share declined -0.1 points versus week-ago and -0.9 points over the last three weeks to 31.7%.

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